



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT COMMITTEE MEETING
TOWN HALL BOARD ROOM
WEDNESDAY, OCTOBER 5, 2016
8 AM

1. Call to order
2. Approval of Minutes
 - a. September 7, 2016
3. Discussion of the Memorandum of Understanding Between the Town of Farragut and the Farragut / West Knox Chamber of Commerce
4. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
5. Any other Business
6. Adjournment

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MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
SEPTEMBER 7, 2016
8:00 AM

Committee Members Present:

Brandon Hackett, Pamela Milliken, David Smoak, Knick Myers, Jim Holladay, Naoko Blue, William Britt, Drew Carson, Alderman Ron Pinchok

Committee Members Absent:

Phil Dangel

Staff Present:

Mark Shipley, Jenn Hatmaker

Other:

Alderman Louise Povlin

Bettye Sisco, Farragut / West Knox Chamber

Herc Ligdis, Farragut Business Alliance

Barbara O'Brien, Casual Pint

Ben Pounds with the FarragutPress

Alderman Ron Williams

Tim Williams, Farragut / West Knox Chamber

Pat O'Brien, Casual Pint

Bob Hill, Farragut Citizen

Call to Order

Chair Hackett called the meeting to order. A quorum was declared.

Approval of the Minutes

Alderman Pinchok moved to approve the August 3, 2016 minutes. Mr. Holladay seconded the motion. Motion passed.

Mr. Hackett requested that any citizen comments be held until the end of the discussion of the agenda item.

Status Updates

- a. **Town of Farragut:** Presented by Mr. Smoak
 - i. Chili's and Dairy Queen will be opening soon; Bank of America is approximately 60 days from opening

- ii. The Tourism Subcommittee received an email from Sue Stuhl outlining the current public relations and marketing efforts by the Town

Aldermen Pinchok stated that Sue Stuhl is currently working on a Request for Qualifications for Branding and is hoping to have a consultant within 30 days. Alderman Pinchok stated he would like to have the consultant attend an upcoming Economic Development Committee (EDC) meeting, as well as a representative from Visit Knoxville and Jill Thompson with the Greater Knoxville Hospitality Association.

b. Farragut / West Knox Chamber of Commerce: Presented by Ms. Sisco

- i. 13 new businesses joined the Chamber
- ii. 4 networking events in August – 2 of those were in the Town
- iii. Had first Ambassador’s meeting at Town Hall
- iv. Presented to the Rotary Club
- v. New Fall intern, Sam Landon, will write the Who’s Who column
- vi. NAI networking will be at Rosarito’s on September 8
- vii. The Fall New Member Orientation will be on September 13, 2016 at Town Hall at 7:30am-9am
- viii. Dr. Bass and John Jefferson will speak at the breakfast on October 4 at Fox Den

c. Farragut Business Alliance: Presented by Mr. Ligdis

- i. Allison Sousa resigned as Executive Director effective August 22. Started the search for her replacement; had two interviews so far.
- ii. Planning for the Farragut Food and Wine Festival is underway; the band The Coveralls performing that evening
- iii. Will no longer be doing the Red, White and Blues event
- iv. Knoxville Track Club Farragut ½ Marathon will be on October 29, 2016. The FBA has partnered with the Knoxville Track Club on a virtual goody bag which will utilize the Shop Farragut App. Will also have a tent on site to promote area business. Previously had 1200-1500 people attend the half marathon.

Mobile Food Vending Discussion

Mr. Smoak stated that currently mobile food trucks are only permitted during special events and businesses are allowed up to four special events per year. Mr. Shipley reviewed the mobile vending memo and report to the Planning Commission. Mr. Shipley stated that the City of Knoxville established zones to allow mobile food vending. Mr. Shipley stated that enforcement would be an issue for staff. Mr. Shipley stated that the Town would not receive sales tax revenue from the mobile vendors unless the vendor’s main office is located within the Town. Dr. O’Brien stated that on the nights when food trucks were present, the Casual Pint saw a 30.2% increase in revenue. Dr. O’Brien stated that the National League of Cities released a report on mobile food vending on how to establish zones and regulations.

Dr. O'Brien stated that the City of Knoxville has a very comprehensive checklist to be approve mobile vendors and the Town could have reciprocity agreement with the City of Knoxville to cut down on the Town's work load to approve mobile vendors. Mr. Williams stated that the City of Knoxville's mobile vending certification allows mobile vendors to operate anywhere in the state where mobile vending is allowed. Mr. Carson stated that the Town could do a two year pilot program. Mr. Hackett stated that he would be curious to know how the brick and mortar establishments would feel about the pilot program. Mr. Hill stated that the Town should look at the law to see if the sales tax should go to the city/county where the mobile vendor's office is located or to the city/county where the sales were completed. Mr. Carson stated that if the Town is concerned about losing sales tax revenue that the Town could charge a permit fee that has to be renewed. Mr. Shipley recommended forming a subcommittee that can research mobile vending.

Mr. Britt made a motion to move forward reviewing mobile vending ordinances. Mr. Carson seconded. Alderman Pinchok, Chair Hackett, Mr. Myers, Mr. Holladay, Ms. Blue, Mr. Britt, and Mr. Carson voted in favor; Ms. Milliken voted against. Motion passed.

Chair Hackett stated that a subcommittee would be a good idea and should be open to more people than just EDC members. Chair Hackett asked for volunteers to serve on the subcommittee. Alderman Pinchok, Mr. Holladay, Mr. Carson, Mr. Britt and Ms. Blue volunteered to serve as EDC representatives on the subcommittee; Ms. Milliken volunteered to serve on the subcommittee as a brick and mortar business representative. Alderman Povlin stated that the EDC should reach out to brick and mortar businesses to volunteer to serve on the subcommittee. Mr. Shipley stated that the subcommittee should not be very large.

Any Other Business

Mr. Hill presented a letter requesting the EDC to look at the Farragut Business Alliance Memorandum of Understanding (MOU) with the Town since the resignation of Allison Sousa.

Mr. Carson moved to adjourn. Ms. Milliken seconded the motion. All voted in favor.

Next meeting Wednesday, October 5, 2016 at 8 AM in the Town Hall Board Room.

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding entered into as of the _____ day of _____, 2016 by and between Farragut West Knox Chamber of Commerce ("Chamber") and The Town of Farragut, a municipal corporation created under the laws of the state of Tennessee (the "Town").

WHEREAS, the Town seeks to further economic development for the benefit of its citizens and business to enhance awareness of local businesses and increase marketing through the use of publications and special events;

WHEREAS, the Town desires to further these economic development objectives of promoting local business by coordinating with the Chamber to better serve their needs and to provide support and services designed to attract the citizens of the Greater Knoxville Area to patronize the Town's businesses; and

WHEREAS, the Chamber possesses the qualifications and desire to assist with events to enhance economic development within the Town and the awareness of the Town's businesses and community; and

WHEREAS, the parties desire to memorialize herein the terms and conditions of an agreement whereby the Town commissions the Chamber to undertake services and provide support to the Town in these efforts.

NOW, THEREFORE, in consideration for the terms, conditions and agreements provided for hereinafter, the sufficiency of which are hereby acknowledged by the parties, the parties do hereby agree as follows:

1. Engagement. The Town hereby engages the Chamber to perform the following services and to provide the following support to the Town and its businesses located with the Town's boundaries:
 - (a) Continue to provide the Town all benefits that are included as being an "Admiral Elite" Enterprise Club Member, which benefits are described on Exhibit A attached hereto and incorporated herein by reference;
 - (b) The Town shall be recognized as a sponsor at all Chamber events and functions;
 - (c) Provide the Town with a complimentary table at all events and functions;
 - (d) Display the Town logo prominently on the Chamber's website with linked capabilities to the Town website
 - (e) Conduct business development activities generally as follows;
 - (i) Promote local business through events and marketing strategies to enhance retail revenues;

- (ii) Communicate and coordinate economic development activities with the Farragut Business Alliance;
- (iii) Continue to partner with the Tennessee Small Business Development Center to provide assistance to small business;
- (iv) Assist prospective business owners on how to open a business in Farragut;
- (v) Provide informational packets to the public;
- (vi) Assist the Town in the retention and recruitment of retail and office business;
- (vii) Increase the Chamber membership base of businesses located in the Town of Farragut.

The Chamber accepts such engagement and will provide services necessary to accomplish the foregoing with reasonable assistance of representatives of the Town in providing the Chamber with relevant information possessed by the Town. See Exhibits B and C for a list of past accomplishments. A list of goals for the current Memorandum of Understanding are listed under Exhibit D.

2. Term. The Chamber shall commence work effective July 1, 2011, and shall devote the time and attention it deems appropriate and required in order to comply with the goals hereunder. The term of this agreement shall be five years from July 1, 2016, except as otherwise provided in paragraph 8 below.

3. Compensation. In full compensation for the Chamber's performance hereunder and conditioned on approval and adoption of the Town's budget by the Board of Mayor and Alderman during the applicable fiscal years, the Chamber shall receive the sum of \$75,000.00 paid by the Town, to be paid to the Chamber in the manner provided in paragraph 4.

4. Manner of Payment. (a) Subject to the provisions of this Agreement, the sum of \$75,000.00 shall be paid to the Chamber as follows:

- (i) The sum of \$15,000 for the fiscal year from July 1, 2016 through June 30, 2017 payable in two semiannual installments in the amount of \$7,500, the first due on January 1, 2017 conditioned upon the due submission of progress reports referred to in paragraph 5 below and pending the approval and adoption of the Town's budget by the Board of Mayor and Alderman in the 2016-2017 fiscal year;
- (ii) The sum of \$15,000 for the fiscal year from July 1, 2017 through June 30, 2018 payable in two semiannual installments in the amount of \$7,500, the first due on January 1, 2018 conditioned upon the due submission of progress reports referred to in paragraph 5 below and pending the approval and adoption of the Town's budget by the Board of Mayor and Alderman in the 2017-2018 fiscal year;

- (iii) The sum of \$15,000 for the fiscal year from July 1, 2018 through June 30, 2019 payable in two semiannual installments in the amount of \$7,500, the first due on January 1, 2019 and conditioned upon the due submission of the progress reports referred to in paragraph 5 below and pending the approval and adoption of the Town's budget by the Board of Mayor and Alderman in the 2018-2019 fiscal year;
 - (iv) The sum of \$15,000 for the fiscal year from July 1, 2019 through June 30, 2020 payable in two semiannual installments in the amount of \$7,500, the first due on January 1, 2020 and conditioned upon the due submission of the progress reports referred to in paragraph 5 below and pending the approval and adoption of the Town's budget by the Board of Mayor and Alderman in the 2019-2020 fiscal year;
 - (v) The sum of \$15,000 for the fiscal year from July 1, 2020 through June 30, 2021 payable in two semiannual installments in the amount of \$7,500, the first due on January 1, 2021 and conditioned upon the due submission of the progress reports referred to in paragraph 5 below and pending the approval and adoption of the Town's budget by the Board, Mayor and Alderman in the 2020-2021 fiscal year.
- (b) In addition, the Town shall provide the following in-kind benefits:
- (i) All fees for authorization and/or permits will be waived for the Chamber 5k and Holiday Open House;
 - (ii) Town of Farragut shall provide staff support in order to assist with the Chamber 5k;
 - (iii) Complimentary use of Farragut Town Hall for Chamber new member orientation meetings.

5. Progress Reports. The Chamber shall furnish Town with written progress reports at the end of each six month period from and after January 1, 2017. The content of the Progress Report should include a summary of the actions taken by the Chamber, during the subject six month period, in furtherance of the services and support hereunder. If the Chamber fails to furnish a Progress Report, or if it appears from the report that no progress has been made in the advancement and achievements since the last Progress Report, the Town shall have the right to withhold payment until the Chamber resumes progress on the work. In addition, the Chamber shall, if the Town so requests, confer with representatives of the Town from time to time on matters of substance concerning the efforts that have been and will be taken to advance the goals hereunder.

6. Delays in Completion. In the event contingencies arise that hinder the ability of the Chamber from moving forward with its services and support through no fault of the Chamber, the Chamber shall inform the Town Administrator of such circumstances as soon as possible. The Town will take steps within its control to assist the Chamber with overcoming said contingencies.

7. Independent Contractor. It is the mutual understanding of the parties that the Chamber is an independent contractor. The Chamber shall be solely responsible for reporting for tax purposes the amount received hereunder and for the payment of any taxes of every kind that may be payable on account of the payments provided for herein. The Chamber specifically agrees to indemnify, defend and hold the Town harmless from any such taxes and related penalties, and other costs incurred by the Town including, but not limited to, attorneys' fees and costs incurred thereby.

8. Termination on Convenience of Municipality. For any reason the sufficiency of which the Town shall be the sole judge, the Town may terminate this Agreement, including, but not limited to, the non-approval of the Town's budget by the Board of Mayor and Alderman in the applicable fiscal year, refusal of the Chamber to comply with any of the provisions of this Agreement or for the convenience of the Town.

In such event, the payments the Chamber has theretofore received, plus a pro rata amount of payment as compensation for the work performed during the six month period in which the determination to terminate is made, shall constitute the Chamber's full and final compensation, and the Chamber shall have no further claim with respect thereto.

9. Waiver. The failure of any party hereto at any time to require performance of any of the provisions hereof shall in no manner affect the right to enforce same.

10. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of Tennessee, without regard to rules concerning conflicts of law.

11. Further Assurances. The provisions of this Agreement are intended to be self-operative and shall not require further agreement by the parties except as otherwise specifically provided herein. Nevertheless, all parties agree to cooperate fully to execute any and all supplementary documents, and to take all additional actions that are consistent with and which may be necessary or appropriate to give full force and effect to the basic terms and intentions of this Agreement.

12. Severability. Any provision of this Agreement which is prohibited or unenforceable in any jurisdiction shall not invalidate the remaining provisions hereof, and any such prohibition or unenforceability in any jurisdiction shall not invalidate or render unenforceable such provision in any other jurisdiction.

13. Assignment. The Chamber shall not assign, transfer or otherwise dispose of any of its rights, duties or obligations hereunder without the prior written consent of the Town. Any attempted assignment without such prior written consent shall be void *ab initio*.

14. Binding Effect. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto, their respective personal representatives, successors and assigns.

15. Entire Agreement. This Agreement constitutes the entire agreement of the parties hereto with respect to the transaction contemplated, and supersedes all prior agreements, understandings, negotiations, both written and oral, among the parties with respect thereto.

16. Amendments. This Agreement may be amended only by a written instrument duly executed by all parties or their respective successors, assigns or legal representatives.

This Agreement entered into as of the day and year first above written.

Farragut West Knox Chamber of Commerce:

TOWN:

Dr. Ralph McGill, Mayor

As to form:

Thomas M. Hale
Town Attorney



ENTERPRISE CLUB BENEFITS

Our mission is to strengthen and support our community by promoting business growth, education and economic development.

Enterprise Club

Our thanks to those who generously contribute to the Chamber and its Continuing Education Scholarship Program.

Admiral Elite

Town of Farragut

Admiral

First Tennessee Bank
Lenoir City Utilities Board

Captain

AppDriven Marketing
Business Machines Company of East Tennessee
FSG Bank
Fairfield Inn & Suites Knoxville West
Farragutpress
Parkwest Medical Center
Pinnacle Financial Partners
TDS Telecom
Tennova Healthcare: Turkey Creek Medical Center

ANCHOR

Charter Business
Costco Wholesale
East Tennessee Children's Hospital
Enrichment Federal Credit Union
The Eye Group
Home Federal Bank
HomeTrust Bank
Junk Bee Gone
Knoxville News Sentinel
Knoxville TVA Employees Credit Union
NHC Place Assisted Living
Regions Bank
Retail Leasing Trac
Tennessee State Bank
United Community Bank
Volunteer Pharmacy

ADMIRAL ELITE- \$10,000+

- **Admiral, Captain & Anchor Benefits plus...**
- Specially designed plaque declaring you as an "Admiral Elite Pillar of the Community"
- Custom benefits package!
- Unlimited Advertising/Written/Social Media/Radio

ADMIRAL - \$5,000

- **Captain & Anchor Benefits plus...**
- "Admiral Pillar of the Community" for Business Display
- One complimentary Newsletter article
- Six (6) complimentary entries in 5K Run/Walk
- First right of refusal for sponsorships and networking booking
- Logo & Admiral Enterprise recognition on the Mobile App

CAPTAIN - \$2,500

- **Anchor Benefits plus...**
- Logo recognition on Website with link to your Website
- "Captain Pillar of the Community" for Business Display
- Four (4) complimentary entries in 5K Run/Walk
- Priority sponsorship and networking booking

ANCHOR - \$1,000

- Monthly Recognition in "Chamber Life" (27,000 +distribution)
- Special recognition in the Online Directory
- Name recognition on Website with link to your Website
- Name recognition on Chamber letterhead
- Logo recognition at the Annual Auction and Dinner
- Logo recognition at Speaker Series Breakfasts
- Logo recognition at weekly networking
- Logo recognition at New Member Orientations
- "Anchor Pillar of the Community" statue for display
- Breakfast/Luncheon with President and Board Chair
- Two (2) complimentary entries in 5K run/walk



Chamber Engagements *accomplished in 2015-16* for Farragut & surrounding areas

Community Support/Marketing:

- Town of Farragut Sponsorships – As the 1st committed sponsor for each Chamber event, the Town of Farragut enjoys maximum promotion leading to/after the event:
 - Presenting Sponsor (\$1500) – Breakfast: Senator Bob Corker
 - Presenting Sponsor (\$1500) – Breakfast: Congressman John J. Duncan, Jr.
 - Presenting Sponsor (\$2500) – Farragut Fall 5K, Fun Walk & Pet Parade
 - Presenting Sponsor (\$1500) – Breakfast: Criminal Court Panel Discussion
 - Event Sponsor (\$2500) – Annual Auction
 - Included Sponsor BENEFIT: Opportunity to speak at each event.
- Town of Farragut Municipal services recognition via ChamberLife newsletter (27,000 distribution) and weekly email (1300 distribution)
- Shop Farragut Promotions: print, web, social media, email, weekly announcements, calls to businesses (delivery of bags/materials)
- Taste of Farragut/Farragut Business Alliance Promotions: print, web, social media, email, Weekly Announcements
- Town of Farragut Independence Day Parade Promotions: print, web, social media, email, Weekly announcements, invitations to walk with the Chamber
- Town of Farragut awards recognitions via ChamberLife newsletter in Farragutpress
- Weekly Campbell Station Wine & Spirits (Farragut business) promotion at networkings via RSVP certificate prize giveaway.

TOTAL Networkings (41) / Farragut (16) (39%)

- 07/02/15 – Hampton Inn Cedar Bluff
- 07/09/15 – Big Kahuna Wings
- 07/16/15 – The Casual Pint Farragut
- 07/23/15 – Brothers Bedding at N. Peters Rd.
- 07/30/15 – Tennessee State Bank
- 08/06/15 – Hurricane Grill & Wings
- 08/13/15 – Potbelly Sandwich Shop
- 08/20/15 – Activize Chiropractic
- 08/27/15 – The Travel Authority
- 09/03/15 – Knoxville Exec. Suites w/ Smoky Mtn Service Dogs
- 09/10/15 – Holy Cross Anglican Church

- 09/17/15 – King University
- 09/24/15 – Tennessee Strategies @ We're Cooking Cedar Bluff
- 10/01/15 – Springhill Suites Turkey Creek
- 10/15/15 – Slamdot
- 10/22/15 – Superior Carpet & Rug Cleaning
- 10/29/15 – K Town Specialty
- 11/05/15 – Farragut High School Education Foundation
- 11/19/15 – Cranberry Hollow
- 12/03/15 – The Lantern @ Morning Pointe
- 01/14/16 – Jet's Pizza Farragut
- 01/28/16 – Anytime Fitness Farragut
- 02/04/16 – Berry Highland Memorial West
- 02/11/16 – Oasis Day Spa
- 02/18/16 – Salon Biyoshi
- 02/25/16 – Fairfield Inn & Suites Knoxville West
- 03/03/16 – Express Employment Professionals & Rothchild's
- 03/10/16 – Home2Suites
- 03/17/16 – Volunteer Ministry Center
- 03/24/16 – Rural Metro Choto Fire Station
- 04/07/16 – Kids 1st Advocacy Center
- 04/14/16 – Casual Pint Northshore
- 04/28/16 – Michael Brady, Inc.
- 05/05/16 – Hampton Inn Cedar Bluff
- 05/12/16 – Knox Area Rescue Ministries (KARM)
- 05/19/16 – Hilton Knoxville
- 05/26/16 – Activize Chiropractic
- 06/02/16 – Beltone Hearing Aid Center @ Renaissance
- 06/09/16 – AT&T at Parkside
- 06/16/16 – ITT Technical Institute (snow reschedule)
- 06/23/16 – Event Rentals by Rothchild

TOTAL Ribbon Cuttings (35) / Farragut (16) (46%)

- 07/08/15 – Maxim Healthcare
- 07/29/15 – Staybridge Suites
- 08/05/15 – Home2Suites
- 08/06/15 – Farragut Wine & Spirits Remodel
- 08/10/15 – Take Shape for Life
- 08/11/15 – OrangeTheory Fitness
- 08/12/15 – Mountain Commerce Bank Bearden
- 08/18/15 – Blue Ridge Yoga
- 08/31/15 – HUSHH Magazine
- 09/24/15 – Rural Metro at Choto
- 10/07/15 – American Family Care
- 10/14/15 – Freedom Chiropractic
- 10/16/15 – Tennessee National Marina
- 10/20/15 – Hardin Valley Wealth Management
- 10/28/15 – School of Rock
- 11/02/15 – College Hunks Hauling Junk

11/10/15 – Treasures Jewelers
11/11/15 – Beltone Hearing Center
11/12/15 – Campbell Station Wine & Spirits Remodel
11/17/15 – Choices in Senior Care
03/29/16 – PT Solutions
04/05/16 – Little Nest Portraits
04/08/16 – First Community Mortgage
04/29/16 – Amish Excellence
05/05/16 – KARM Thrift Store West (w/ Knoxville Chamber)
05/09/16 – Quaker Steak & Lube (w/ Knoxville Chamber)
05/10/16 – SouthEast Bank Hardin Valley
05/12/16 – ABRA Auto Body & Glass West
05/18/16 – Crye Leike REALTORS Regional HQ
05/25/16 – Anne Bernot Allstate
05/31/16 – Water Into Wine
06/03/16 – Tennessee Yacht Charters & Services
06/07/16 – HISecurity
06/24/16 – Shae Design Studios
06/28/16 – Courtley Chiropractic

TOTAL Membership: 740

Farragut: 304 (41%)

As of June 30, 2016

TOTAL NEW Members: 77 / Farragut: 24 (31%)

AGM – Anatolia Granite & Marble (37919)
Allgood Pest Solutions (37912)
Amish Excellence (37934)
Anne Bernot – Allstate (37909)
Aubrey's Cedar Bluff (37931)
Balanced Wellness Solutions – Dr. Scott Davis (37922)
Beautique Medical Anti-Aging Studio (37934)
Beltone Hearing Aid Center (37934)
Beth Yobe – Coldwell Banker (37934)
C3 Industrial (37934)
C&J Wealth Advisors (37830)
Cartridge World of Knoxville (37922)
College Hunks Hauling Junk (37934)
Comfort Inn & Suites Knoxville West (37919)
Cornerstone – IRM Insurance Group (37934)
Courtley Chiropractic (37934)
Cruise Planners – Burt Burgett (37923)
Dex Media (75261)
Direct Mail Services (37909)
Econolodge (37932)
Edward Jones Investments – Betsy Herzog (37934)
Elite Fitness (37934)
First Bank (37902)
First Community Mortgage (37923)
Floor & Décor (37922)
Freedom Chiropractic (37919)
Greystone Vista (37932)
Hilton Knoxville Airport (37701)
Honey Do Service (37922)

Iron Tribe Fitness – Farragut (37934)
Jeremiah Webb, Attorney at Law (37934)
Julia Hurley – Keller Williams Realty (37919)
Justin Fee, Realtor – Coldwell Banker (37919)
K Town Tavern (37922)
Knoxville Concrete (37950)
LC Fence (37771)
Liberty Mutual Insurance (37922)
Lighthouse Outdoor Lighting (37934)
Little Nest Portraits (37934)
McLain's Painting, Inc. (37919)
Melrose Title Company (37919)
Michael Kilby / Yvonne Murray Mortgage Investors Grp Parkside (37922)
Mortgage Investors Group – Farragut (37934)
Mother Earth Meats (37934)
Mountain Commerce Bank Bearden (37919)
Mowery Insurance (37923)
N-Hance Wood Renewal (37922)
New Horizons Computer Learning Center (37932)
Nored Telecom (37920)
One Community Services (37919)
Paul Davis Emergency Services of West Knoxville (37919)
The Pour Guys (37803)
Preferred Care at Home of East Tennessee (37934)
PromoLogo USA (37909)
PT Solutions (37934)
Pure Romance by Corrine (37922)
Quaker Steak & Lube (37919)
Redfin (37922)
School of Rock Knoxville (37922)
Shae Design Studio (37922)
ShredPro Secure (37923)
Sitel Corporation (37830)
Smith & Hammaker (37917)
Snootie Patootie (37934)
Sola Salon Studios (37934)
SouthEast Bank – Hardin Valley (37932)
Southeastern Automation (37933)
Summit View of Farragut (37934)
Tennessee Yacht Charters & Services (37774)
Treasures Jewelers (37922)
Unique Construction Services (37922)
Water Into Wine (37934)
Winchester, Sellers, Foster & Steele, P.C. (37929)
WindRiver (37772)
Woodmen Life – Angie Baker (37922)
Woodmen Life – Logan Whitman (37934)
Work Space Solutions (37921)

Community Events/Meetings (21) / Farragut (15) / (71%)

07/25/15– Chamber Board Meeting (Staybridge Suites)
08/18/15 – BREAKFAST Series: Sen. Bob Corker (150 attend)
08/25/15 – Chamber Board Meeting (Home2Suites)
10/13/15 – BREAKFAST Series: Congressman Duncan, Fox Den

10/21/15 – Powerpoint prepared/presented at Intro to Farragut Class
 10/24/15 – 21st Farragut Fall 5K @ Mayor Bob Leonard Park
 10/27/15 – Chamber Board Meeting (Farragutpress)
 10/30/15 – Freaky Friday @ Mayor Bob Leonard Park
 12/08/15 – Holiday Open House @ Chamber
 01/19/16 – Cookie CEO Presentation to Girl Scouts
 01/26/16 – Chamber Board Meeting (Calhoun's Pellissippi)

01/28/16 – Louise Povlin, Alderman Induction
 (Attended, promoted in ChamberLife newsletter)
 02/23/16 – Chamber Board Meeting (TDS Telecom)
 03/08/16 – New Member Orientation (80 @ TOF)
 03/22/16 – BREAKFAST Series: Criminal Court Panel
 03/22/16 – Friends of the Museum Meeting (Bettye worked with
 Farragut Folklife Museum re Donors Program)
 03/29/16 – Chamber Board Meeting (Homewood Suites)
 04/22/16 – 29th Annual Auction: Road to Rio
 *250 Businesses represented
 *225 Attendance
 04/26/16 – Chamber Board Meeting (BB&T Farragut)
 05/24/16 – Chamber Board Meeting (The Bingham Group)
 06/21/16 – Chamber Board Meeting (FSGBank Campbell Station)

Donations/Scholarships Awarded

08/18/15 – Community Foundation of Chattanooga (\$300)
 10/24/15 – Smoky Mtn Service Dogs (\$435, Fall 5K)
 12/08/15 – Adam Schulze, FHS Intern (\$250, Scholarship)
 12/08/15 – YWCA Victims Advocacy (Holiday Open House)
 04/15/16 – Tucker Scott, FHS Intern (\$350, Scholarship)
 04/22/16 – KARM (\$2000 / Item donations)

Other Benefits & Items

- FALL 2015 – FHS INTERN: Adam Schulze
- SPRING 2016 – FHS INTERN: Tucker Scott
- NOVEMBER 2015 – 4th Proclamation Anniversary:
 Farragut West Knox Chamber of Commerce Day
 November 9th (since 2012)
- JANUARY 2016 – Complimentary Ribbon Cutting Cakes
 courtesy of COSTCO Wholesale
- APRIL 2016 – Captain Enterprise Pillar awarded to
 Fairfield Inn & Suites Knoxville West and Anchor Pillar to
 First Utility District
- APRIL 2016 – NEW Ambassador Recognition System
 (points/email/newsletter)
- May 2016: AWARD to Bettye Sisco – Paul Harris Award
 from Farragut Rotary
- June 2016 – Union Co. Chamber of Commerce (Bettye
 referred to them by Ed Medford-KUB re guidance on
 how to direct a small chamber. Union Co. COC currently
 has approx. 100 members & no director.)
- June 2016 – Julie Blaylock, Institute for Organizational
 Management Program (3rd Year of 4 completed)

- **NEW: Pocket Guide Directory in Farragutpress** (print
 in July) with advertising available all members.
 - Inserted in Farragutpress in July 2016
 - Will be in all new member packets and at
 events
- **NEW: Farragut Life Magazine** – Quarterly Page/Article
 featuring Chamber Info/News
- **Monthly ChamberLife Newsletter in Farragutpress
 reaching 27,000 distribution**
 - Mentions of 125+ (avg) member businesses
 per monthly issue
 - Who's Who Article spotlighting a different
 business monthly
 - Member Briefs available to all members at no
 added cost to highlight their events, awards,
 new hires & more.
- **Weekly email to 1300 contacts** highlighting weekly
 networking host.
 - Promotion of event sponsors leading up to and
 after event (**Town of Farragut is always first**)
 - Links to ChamberLife newsletter
 - Links to member Job Postings
- **Mobile App: 360 users** (49% of Chamber Membership)
 - Ability to RSVP to events
 - **Area Map of Farragut Municipal services &
 links**
 - **Map of Farragut Parks**
- Social Media Platforms: Facebook, Instagram, LinkedIn,
 and Twitter
- **Membership in Farragut Rotary Club**
- **Membership at Fox Den Country Club**
- 10 Board Meetings hosted at different member business
 locations
- **Distribution of Farragut MAPS**
- **Distribution of Town of Farragut Annual Reports**
- **Relocation packets including area & member information
 to prospective residents nationwide**
- **Business cards/info placed at Chamber office for
 distribution. Available to public.**



Memorandum of Understanding (MOU)

Additional items to provide for the Town of Farragut

- Report advertising \$ provided to Town at 6-mos intervals via visual progress charts
- Increase # of networkings in Farragut (2015/16 was 39%)
- Increase Breakfast Speakers to 4 annually
- Coordinate quarterly meetings with Farragut Business Alliance
- Continue to partner with Tennessee Small Business Development Center to provide assistance to small businesses
- Commit to advertising Shop Farragut holiday promotion in at least 3 weekly emails & 2 monthly newsletters prior to deadlines for program registration
- Add educational lunch events. One per Quarter (“Brain Bag”)
- “Shop Small” for Small Business Saturday (Saturday after Thanksgiving) – Order, promote & deliver all “Shop Small” materials
- Offer opportunity for annual “Board of Mayor/Alderman Networking” event hosted at Town of Farragut
- Publish article on each graduating “Intro to Farragut” class in Chamber Life newsletter
- Add quarterly “Who’s Who in Farragut” article for Chamber Life newsletter to feature different Business, Town Leader or Town Department.



Exhibit D

Goal 1: Promote local business through events and marketing strategies to enhance retail revenues

1. Number of networking events per year: _____
2. Number of special events per year: _____
List events: _____

3. Number of Chamber newsletters in newspapers: _____
4. Number of Chamber newsletters sent digitally: _____
5. List any other promotional opportunities throughout the year: _____

Goal 2: Communicate and coordinate economic development activities with the Farragut Business Alliance

1. Conduct quarterly meetings to coordinate activities

Goal 3: Continue to partner with the Tennessee Small Business Development Center to provide assistance to small business

1. Number of businesses forwarded to the Tennessee Small Business Development Center for assistance: _____
2. Percentage of Chamber members utilizing Tennessee Small Business Development Center: _____

Goal 4: Assist the Town in the retention and recruitment of retail and office business

1. Number of businesses contacted: _____
2. Percentage of those businesses that opened a location in Farragut: _____
3. Projected annual sales of new businesses: _____
4. Estimate number of FTE employees: _____
5. Average wages of new jobs to Farragut: _____

Goal 5: Increase the Chamber membership base of businesses located in the Tow of Farragut

1. Total number of Chamber members: _____
2. Total number of Chamber members located in Farragut: _____
3. Percentage of Chamber members located within the Town of Farragut: _____